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ABSTRACT

Examining the evolution of the "Good Housekeeping" Seal of Approval--one of the first codes to set standards for the products advertised in a periodical, a study analyzed issues of "Good Housekeeping" magazine from 1909 to 1975 (with the exception of issues from July 1929 to December 1938). The study also examined elements that may have been related to the evolution of the seal, such as relevant legislation, changing advertising practices, and an increasing consumer sophistication. Analysis revealed that in every issue, usually at the beginning of the magazine, the "Guaranty to Our Consumers" is printed. Before 1941, the seal was found only in conjunction with articles from the "Good Housekeeping" Institute. After examining the issues, a total of 25 changes were found in the Seal of Approval (wording, graphics, presence) and in the wording of the guaranty. Factors which may have influenced these changes included: (1) World War I (from December 1913 to August 1915 there was no advertising on the inside of "Good Housekeeping" and no Index to Advertisers or "Our Guaranty"); (2) a changing atmosphere for advertising as internal attempts at advertising regulation became the norm instead of the exception; and (3) major changes in format as the magazine increased in both size and length. (A chronology of the "Good Housekeeping" Seal of Approval and three figures are included; three pages of footnotes are appended.) (MM)

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THE GOOD HOUSEKEEPING SEAL OF APPROVAL: AN HISTORICAL ANALYSIS 1909-1975

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AN ABSTRACT
THE GOOD HOUSEKEEPING SEAL OF APPROVAL:
AN HISTORICAL ANALYSIS 1909-1975

The Good Housekeeping Seal of Approval, which first appeared in December 1909, was one of the first codes to set standards for the products advertised in a periodical. Today the seal still serves the consumer in decision making. This paper intends to study: (1) How the Seal of Approval has evolved over the years 1909-1975, (a) How its wording and graphics have changed, and (b) What have been the elements of continuity and change.

A CHRONOLOGY
THE GOOD HOUSEKEEPING SEAL OF APPROVAL

May 2, 1885	Good Housekeeping: A Family Journal Conducted in the Interests of the Higher Life of the Household launched.
April 1902	"Ironclad Contract" with subscribers.
1905	"Our Roll of Honor for Pure Food Products" published by magazine's experiment station.
December 1909	First seal issued by Good Housekeeping Institute.
1911	Good Housekeeping purchased by Hearst magazines. Circulation over 300,000.
1914	First newspaper publishers advertising code.
July 1929-December 1938	Shopping service and Seal of Approval pages missing from bound volumes.
1938	Wheeler-Lea Amendment to the FTC Act.
August 17, 1941	FTC complaint filed against the Seal of Approval.
May 13, 1941	FTC decision, cease-and-desist order.
1941	Seal of Approval becomes Guaranty Seal
1943	Circulation passes 2,500,000.
1946	Trademark Act of 1946 (Lanham Act).
1966	Circulation passes 5,500,000.
1975	Magnuson-Moss Warranty Act.

INTRODUCTION

The Industrial Revolution--the advent of mass production--changed the focus of the commercial transaction forever. Gone were the days of personal acquaintance with the producer of the goods, instead a bewildering array of new products from unknown sources were introduced. Over sixty years, from 1860 to 1920, factory-produced merchandise in packages largely replaced locally produced goods sold from bulk containers.[1] Responding to this change in marketplace transactions, trademark use became more and more widespread, offering the consumer information and an implicit guarantee of quality. These marks offered a personal connection, however tenuous, to the distant factories where the goods were produced.[2] But not all goods bearing marks were what they claimed to be, and if they were not the consumer had little recourse. It was an awareness of this situation that prompted Good Housekeeping to begin investigations into the quality of products and to place its Seal of Approval on those products deemed meritorious. The Good Housekeeping seal began serving the purpose originally intended by the first users of trademarks in the guilds of the Middle Ages--to allow the detections and punishment of craftsmen producing defective and shoddy wares.[3] The trademark is a bridge between the consumer and the merchandise--Good Housekeeping used its mark to guarantee the bridge was a stable one capable of bearing the consumer's confidence.

Born in a time when there were no advertising regulations,

consumer protection laws, or liability legislation, the Good Housekeeping Seal of Approval stepped out to make a statement to the Good Housekeeping readers. It provided a service by listing the products that were tested and approved by the Good Housekeeping Institute and were found meritorious.[4] Through the years the advertising atmosphere changed. Today there are product liability laws, an active Federal Trade Commission, and Consumer Reports. And yet the Good Housekeeping Seal of Approval lives on.

This seal, which first appeared in the December 1909 issue, was one of the first codes to set standards for the products advertised in a periodical. Its stated goal was to offer the consumer a unique combination of education and protection. From those beginnings seventy-nine years ago, even through an inquiry by the Federal Trade Commission, the Good Housekeeping Seal of Approval has continued to be a highly regarded symbol, becoming, as one author put it, "a synonym for consumer confidence."[5]

The full extent of consumer awareness of the seal can be seen in the findings of one study. It found that the Good Housekeeping Seal of Approval had a consumer recognition rate of 98 percent, higher than any other seal or certification mark, including U.S.D.A. Choice and Underwriters' Laboratory.[6] It also concluded that when other informational cues such as differential prices, known brands, and physical dissimilarities are lacking, the presence of a familiar seal or certification mark is a positive inducement toward the selection of a brand.[7] In another recent study (1980) 60.4 percent of high school graduates and

48.2 percent of college graduates reported looking for seals before buying a product.[6] Obviously the Good Housekeeping Seal continues to play a role in consumer decision-making more than seventy years after its birth.

REVIEW OF THE LITERATURE

As ubiquitous a household symbol as the Good Housekeeping Seal of Approval is, mass media, magazine and advertising historians have largely ignored it. There are no historical analyses of any sort concerning the seal. Magazine historians, such as Frank Mott and his History of American Magazines, refer to it briefly in their discussions of the development of Good Housekeeping magazine, but that is the extent of it. More recently there have been some marketing studies done involving third-party certification marks,[7] but these are mainly relevant in terms of consumer acceptance of the marks.

Because the Good Housekeeping Seal of Approval is linked with the early development of magazine advertising codes, and has continued to work as an advertising tie-in, it is useful to examine its history. This research paper proposes to do so.

RESEARCH QUESTION

This paper intends to analyze:

(1) How did the Seal of Approval evolve during 1909-1975?

(a) How did wording and graphics change?

(b) What were the elements of continuity and change?

METHODS

This analysis was done by a chronological study of each issue of Good Housekeeping as well as an analysis of elements that may have been related to the evolution of the seal, such as relevant legislation, changing advertising practices, and an increasing consumer sophistication.

The main primary source of information is Good Housekeeping magazine from 1909 to 1975. In every issue, usually at the beginning of the magazine, there is the Guaranty to Our Consumers. Beginning in 1941, and continuing until today, both the seal and the guaranty can be found on page 6. Before 1941, the seal was found only in conjunction with articles from the Good Housekeeping Institute. Every issue was examined and a total of 25 changes were found. These were changes in the Seal of Approval (wording, graphics, presence) and in the wording of the guaranty. Exhibit 1 summarizes these changes.

The only years that could not be examined were from July 1929 to December 1938. For no explainable reason a group of pages from approximately page 5 to approximately page 16, but always including page 6, where the advertising guaranty should have been, were missing from every issue. This was the case at three libraries that were checked: Central Michigan University, Michigan State University, and the State of Michigan Library. While it was obvious these pages had not been mutilated or cut out, it was impossible to tell if those sections had been removed

before the original binding or removed and then rebound at a later date. This whole process obviously happened sometime after publication, since pages throughout the magazine refer back to information contained on those specific pages. These pages typically contained two things, the Index to Advertisers with the guaranty (on page 6), and a Shopping Service through which the readers could and did purchase articles of merchandise directly from the manufacturer. In the Federal Trade Commission ruling against the Good Housekeeping Seal of Approval,[10] it was brought out that the Shopping Service was being advertised as a free service for the convenience of readers, when in fact Good Housekeeping was receiving a 5 percent or higher commission on all merchandise sold. There is no mention however, of removing the pages in question. In fact, a thorough search of the literature of the time failed to reveal any explanation. In January 1939 the Shopping Service was dropped and in subsequent issues all of the pages are present. To further complicate this mystery, when the Library of Congress was contacted it was found that the pages during the years in question were not missing in those volumes. An explanation for this situation may merit further research.

THE EARLY YEARS, 1885-1939

The first issue of Good Housekeeping: a Family Journal Conducted in the Interest of the Higher Life of the Household was published on May 2, 1885. Clark W. Bryan was both the founder and publisher of the new periodical. The debut of this magazine followed closely the birth of three other popular women's magazines: McCall's in 1870, Woman's Home Companion in 1873, and The Ladies' Home Journal in 1883. In the face of this competition, Good Housekeeping sought to differentiate itself, and it did by devoting much more space to food.[11] And Good Housekeeping also adopted a policy that soon came to characterize the magazine, a policy of keeping very close to the interests of its readers.[12]

In keeping with these interests, in 1900 Good Housekeeping set up an Experiment Station. In 1902 it began testing the reliability of materials and equipment designed for the household consumer. Those products that won its approval were printed in each issue. Soon it began only accepting advertising from products in this group, and printed in each issue "An Inflexible Contract Between the Publisher and Each Subscriber" that included a money-back guaranty of the reliability of the advertisements.[13] In addition, the Experiment Station began, in 1905, "Our Roll of Honor for Pure Food Products," and the products from the list that were advertised in the magazine carried a five-point star with the words "Pure Food Assurance--Good Housekeeping."

From these beginnings grew the Good Housekeeping Institute, founded in 1909, which issued the first seal in July of that year. That first seal was a ellipse enclosing the words "Tested and Approved by the Good Housekeeping Institute Conducted by Good Housekeeping Magazine." (See Exhibit 2.) Its initial use was to designate examined products that were found meritorious. A stated byproduct of this examination process was to "profoundly promote improvement in, and vastly greater use of, labor-saving devices, money-saving apparatus and other conveniences for household use."[14]

At this point, and until 1941, it was not necessary for a product to advertise in Good Housekeeping to receive the Seal of Approval. Instead it was offered as a consumer service to inform its readers. But a product could not be advertised without the seal, and as a result in its first year they claimed to have rejected $196,000 out of $240,000 in advertising revenues.[15]

This interest in the quality of products led Good Housekeeping to actively support the passage of the Pure Food and Drug Act in 1906. It also worked to "... petition for similar improvements in the laws regarding drugs and medicine ...."[16] Good Housekeeping became even more closely linked to this crusade when, in 1912, Dr. Harvey W. Wiley was hired to head the Institute. Dr. Wiley, former chief chemist of the United States Department of Agriculture, had become famous in the fight against food adulteration, becoming known as the Father of the Pure Food and Drug Act.[17] When he retired from government he accepted

the job that had offered him the least amount of money,[18] but perhaps the greatest opportunity to continue his crusade. He stayed with the Institute for seventeen years and in that time claimed to have rejected more than a million dollars of advertising offered to Good Housekeeping.[19] His close association with the Institute and the Seal of Approval worked to lend the young seal additional credibility.

Good Housekeeping was not the first magazine that moved to protect its readers from fraudulent advertising. That distinction goes to such agricultural magazines as the Farm Journal in 1880,[20] Farm Life in 1897,[21] and the Agriculturist that apparently had begun censoring its advertising in the 1860s.[22]

The Ladies' Home Journal played a pioneering role in regulating advertising in 1892, when it ruled out all advertising for patent medicine. In 1910, the Curtis Advertising Code was adopted which stated that neither The Ladies' Home Journal nor The Saturday Evening Post would accept advertising meant to defraud or deceive.[23]

The American Newspaper Publishers' Association didn't adopt a general code of ethics until 1914, and even then its tone was mild.[24] By the 1930s every important periodical had at least a set of principles to guide the acceptance or rejection of advertising.[25]

From 1909, when the Seal of Approval first appeared, until 1941, when the policy of who could use the seal changed, the Seal of Approval did not appear on the same page as the guaranty to advertisers (usually found somewhere in the beginning of the

magazine). Instead the Seal of Approval was found in the pages describing the Institute's findings on what products were deemed worthy of wearing the seal. The words within the seal said "Tested and Approved by the Good Housekeeping Institute," which was an entity entirely separate from the advertising department.

"Our Guarantee" of advertisements first appeared in the July 1913 issue above the Index to Advertisers, which was also making its debut. It said:

> All advertisements appearing in Good Housekeeping magazine are absolutely guaranteed. Your money will be promptly refunded, by the manufacturer or by us, if you purchase goods advertised with us and they prove unsatisfactory. This applies equally to purchases made through your retail merchant or directly from the advertiser. The only condition is that in making purchases, the reader shall always state that the advertisement was seen in Good Housekeeping.

Following the Index to Advertisers was a handy Complaint Blank for those consumers who had "been dissatisfied with the goods made or furnished by any advertiser in Good Housekeeping."[25]

From this beginning until the January 1939 issue, the wording of the guaranty changed approximately seven times (the word "approximately" is used to qualify seven because the pages containing the guaranty is missing from July 1929-December 1938, as discussed in the Methods section), and expanded and contracted to fill anywhere from less than one-fourth of a page (June 1924-November 1928, for example) to an entire page (see January 1917-January 1920).

During 1909-1939, the seal underwent only one main change, in July 1929. This was the addition of a five-point star prominently displayed in the center of the seal. The only other

alterations were the additions of embellishments on the exterior of the seal, which seemed popular in the early days. Examples of this art can be seen in Exhibit 2.

The early success and popularity of the Good Housekeeping Seal of Approval did not go unnoticed by other consumer magazines. In 1925 Better Homes and Gardens began offering a money-back guaranty on itemsadvertised in the magazine. In 1951, it began presenting its guaranty in the graphic form of a seal.[27] In the 1930s, Parents' Magazine issued its "Commendation Seal" for advertisers meeting their requirements.[28] And in 1958 McCall's instituted the McCall's Use-Tested Symbol program, which based its guaranty not only on the product when purchased but also on tests of how well the product would wear.[29] (The beginning of this program is easily understood when it is seen that in 1958 McCall's got a new editor, Herbert Mayes, who had formerly been with Good Housekeeping for thirty-three years and had seen how well the Seal of Approval worked at close range.[30])

YEARS IN COURT, 1939-1941

The regulation of false and deceptive advertising came under the jurisdiction of the Federal Trade Commission with the Wheeler-Lea Amendment of 1938. That amendment said, "Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are declared unlawful."[31]

The first major action[32] the Federal Trade Commission brought under its new power was not against an advertiser, but instead, against a publisher. In August 1939 the Commission

lodged a complaint against Hearst Magazines, the publisher of Good Housekeeping, for having engaged in misleading and deceptive practices in the issuance of guarantees, and seals of approval, and the publication in its advertising pages of grossly exaggerated and false claims for products advertised therein.[33] Some examples of those products included a preparation alleged to have vitamins that would feed the capillaries and provide nourishment to the skin, a cosmetic that claimed to refine pores to invisibility, and a proprietary medicine that would destroy the "pimple germ" in sixty seconds.[34] The publishers refused to agree to the charges and insisted on a series of hearings, which extended over nearly two years, with hearings in Chicago, New York, and Washington.[35] Suspicions that the envy of competitors, directed against one of the Depression's most prosperous magazines, played a role in the bringing of the complaint cropped up more than once, particularly when the publisher of The Ladies' Home Journal and the editor of McCall's were among the leading witnesses called by the Commission. They testified that the Good Housekeeping Seal of Approval did indeed constitute unfair competition.[36] The coincidence that some of the products that were mentioned as having made "grossly exaggerated and false claims" in Good Housekeeping were simultaneously being advertised in The Ladies' Home Journal and McCall's[37] was never mentioned.

The advertising community followed the case closely, for through the long hearings it sometimes seemed the Federal Trade Commission was out to ban seals of approval altogether.[38] But in

the end, after ten volumes and more than eight thousand pages of testimony,[39] the Federal Trade Commission issued what was considered by most a mild cease and desist order. In Consumers Union Reports the results were recounted in an article entitled "Crime Without Punishment."[40] The Federal Trade Commission said that in the past the terms of the guaranty of the Seal of Approval had been limited to a mere guaranty of physical construction and chemical composition, but that the consumers had been led to believe that Good Housekeeping guaranteed that products would perform the services advertised--rather remarkable services in the case of some products. In the future, then, Good Housekeeping had to "clearly, conspicuously and explicitly"[41] state the limitations on its guaranty, or be prepared to take the consequences if products bearing its seal failed to live up to their advertised claims.

The publisher responded that Good Housekeeping had no intention of appealing the court order.[42] The seal was changed, however. The words "tested and approved" were removed and "replacement or refund of money guaranteed by Good Housekeeping if defective or not as advertised within"[43] was inserted (see Exhibit 3). It was at this point the "Seal of Approval" officially became the "Guaranty Seal," guaranteeing replacement or refund of money.[44]

The wording of the guaranty from September 1941 to July 1944 read:

> This is Your Guaranty
> Each product and service advertised in this issue of Good Housekeeping is guaranteed to this extent: If it is defective or if not as advertised herein, it will, upon

> request and verification of your complaint, be replaced or your money refunded. All products and services advertised in Good Housekeeping and the claims made for them in Good Housekeeping have been carefully investigated.

So despite all of the publicity questioning the truthfulness and credibility of the Good Housekeeping Seal of Approval, the publisher regrouped and continued offering the consumer a guaranty--guaranty that had enough resilience and life of its own to weather the storm of a Federal Trade Commission investigation.

GROWING UP, 1941-1975

The business of Good Housekeeping appeared to be little affected by the Federal Trade Commission hearings and the publicity. Climbing steadily, its circulation reached 2,500,000 in 1943, passing 3,500,000 in the mid-fifties.[45]

Other legislation continued to affect the seal. The Lanham Act of 1946 extended trademark protection to certification marks. Well-known marks in the past had been frequently counterfeited and had had little protection under common law.[46] The new act provided for registration of the marks and prohibited false representations by competitors.[47] This was reflected in the Good Housekeeping Guaranty by a note that followed the Guaranty stating "Any person using Good Housekeeping as a title, trademark or trade name for any product or enterprise is doing so without the authority of this magazine." This warning or a similar one ran from August 1946-October 1962.

The final legislation affecting the seal was the Magnuson-Moss Act of 1975. It imposed three major requirements on firms

choosing to give a written warranty. Firms must (1) designate the warranty as a full or limited warranty, (2) fully disclose the terms of the warranty, and (3) must make the terms of the warranty available to the consumer prior to the sale of the product.[48] How Good Housekeeping choose to handle these terms is reflected in the Consumer's Policy it printed in July 1975. That it was a limited warranty is apparent in the Guaranty Seal itself as well as being spelled out in the discussion of the guaranty. The discussion includes specifying the rights offered by the limited warranty as well as certain exclusions that are not covered by the guaranty (as discussed below).

Other changes that occurred during 1941-1975, a total of fourteen, are not so easily explained. Some of the changes may have been in response to various law suits that consumers brought against the Institute.[49] Although it had never lost a case (by 1970), this may have been one reason Good Housekeeping altered its guaranty to make it more specific. Other changes in the length of the wording and the amount of space alloted to the Consumer's Guaranty may have been related to stylistic changes in the magazine, such as modernization or streamlining of its editorial pages. The timing of the changes is also interesting when looking for patterns. Sometimes the wording of the guaranty would go unchanged for periods of more than three years, and then within one year there would be three or four unexplained changes (see Exhibit 1).

The shortest wording of the guaranty was from December 1945 to December 1954, varying in length from three to four lines.

Beginning in 1955, the Consumer's Guaranty (as it had begun being called in January 1950) started qualifying its coverage: "Advertising claims accepted for certain products presuppose proper installation and\or servicing. Neither the manufacturer nor Good Housekeeping can be responsible for such work by dealers or independent contractors." Insurance, real-estate, and institutional advertisements joined the list that could not be guaranteed in June 1959. Also beginning in that issue, advertising claims, such as those of taste and odor, were recognized as being "purely subjective and, unless patently erroneous, are accepted and guaranteed even if not the opinion of Good Housekeeping." These changes may reflect the growing consumerism movement that started in the 1960s.[=*] Consumers began demanding more information and were more vigorously pursuing their rights. The move by Good Housekeeping to state explicitly certain exclusions, as state above, may have been a measure Good Housekeeping took to forestall any problems in that area.

The wording within the Guaranty Seal underwent two changes in this period (see Exhibit 3). The first, in June 1962, dropped the phrase "If Not as Advertised Therein" and replaced it with "If Product or Performance Defective." This effectively shifted the emphasis, from the advertising copy and subjective claims, to the product. If the product proved defective, refund or replacement was offered. The final change in wording inside the seal came with the Magnuson-Moss Act of 1975. The wording then (and now) read "Good Housekeeping Promises*A Limited Warranty to Consumers*Replacement or Refund if Defective."

CONCLUSION

Good Housekeeping carefully managed and advertised its Seal of Approval, building it into a valuable asset that attracted and held a loyal customer following. Consumers imbued that mark with all they knew or felt about the business behind it, based on reactions, experiences, and images provided by advertising. Good Housekeeping obviously understood the importance of symbols in daily life.

> Further, the recognition of the importance of symbols in man's social and religious life is longstanding. (That symbolic thought and symbolic behavior are among the most universal characteristics of human life, and that the whole progress of human culture is based on these conditions, is undeniable.) Inferentially, at that rate, this same recognition of the importance of symbols has existed in the market place. What distinguishes the subject in current times is the overt recognition of the symbol and the deliberate effort to employ symbolism in marketing strategy.[31]

Good Housekeeping effectively designed a private aid giving the buyer some dependable third party assurance as to the product she was buying.[32] They were able to create a quality floor under certain kinds of products and services, serving as one important source of product-related information.

Tracking the life of the Good Housekeeping Seal of Approval offers a unique historical insight into a part of American popular culture of the marketplace. What then were some of the factors influencing the changes and evolution of the Good Housekeeping Seal of Approval? In the early years (1909-1939) there were several factors at work in the environment that could

have influenced the changes in this period. These included: (1) a world war (there was no advertising on the inside of Good Housekeeping and thus no Index to Advertisers or "Our Guaranty" from December 1913-August 1915), (2) a changing atmosphere for advertising as internal attempts at advertising regulation became the norm instead of the exception, and (3) major changes in format as the magazine increased in both size (September 1916 issue) and length (250 pages were common by the mid-1930s[53]).

Historians, looking back at this period, credit magazine advertising with being "a primary force in raising the American standard of living to the highest in the world."[54] And it was the advertising itself that enabled the popular magazines to exist at an affordable price, a relationship that didn't exist before the 1880s and 1890s.[55]

During the years in court (1939-1941), there seemed to be a new awareness of the legal implications of offering a guaranty. The wording became more concise and precise, explaining exactly to what extent the products and services were guaranteed. This was a trend that continued through to recent years.

Many of the changes observed in the Good Housekeeping Seal of Approval are not easily attributable to outside forces, so one assumes there were significant inside forces at work that impacted on the guaranty. These changes could have included personnel changes, editorial policy changes, and stylistic changes. Stylistic changes that became simpler and more streamlined parallels the trends seen in trademark symbols. Many early marks were created by the founders in their early years without

the guidance of design professionals.[56] And simple designs facilitate perception, understanding, and remembrance.[57] For most of its life the seal lived on page 6 of the magazine. The prominence of this position may have exposed it to the same forces of change that would alter the layout of the table of contents and other up-front pages.

But whatever the underlying causes for the changes, the Good Housekeeping Seal of Approval has managed to maintain its place in the mainstream of American life. Perhaps one can get a feel for the place it has in American society when one considers the phrase "seal of approval" and how that term has entered the common venacular. When a person likes something or approves of something that is in accord with this own thinking he may bestow his own "seal of approval." This phrase may even come from the mouths of those who have never opened a Good Housekeeping magazine. How far that phrase has come from its origins in 1909, and the early days of the Good Housekeeping Institute. One author, in 1960, referred to it this way:[58]

> As for the Seal I don't know any advertising gimmick with such a long-lasting solid success. All over America and anywhere in the world where our people have gone, women demand the Good Housekeeping Seal of Approval on their products. They feel an almost religious faith in its magic.

It is feelings like this that have allowed the Good Housekeeping Seal of Approval to remain as a standard for product assurance in the face of growing consumer sophistication, holding a unique place in the minds of the American public.

A SUMMARY OF THE CHANGES IN THE GOOD HOUSEKEEPING SEAL
Exhibit I

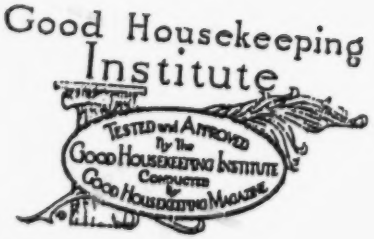
July 1909-Aug. 1916	"Our Seal of Approval" appears with GH Institute product testing. Seal varies in size and embellishments.
July 1913-Nov. 1913	"Our Guarantee" and Index to Advertisers appears.
Dec. 1913-Aug. 1915	No advertising page, no index.
Sept. 1916	Institute product testing pages disappear. "Our Guarantee" reappears with Advertisers Index.
Jan. 1917-Jan. 1920	Change in wording of guarantee.
Feb. 1920-June 1921	" "
July 1921-May 1924	" "
June 1924-Nov. 1928	" "
Dec. 1928-?	" "
July 1929-Dec. 1938	Missing pages.
July 1929	Seal of Approval gains five-point star.
Jan. 1939-Aug. 1939	Change in wording of guarantee.
Sept. 1939-Aug. 1941	" "
Sept. 1941- Oct. 1941	" " Seal appears with ad guarantee.
Nov. 1941-July 1944	The guarantee seal appears with guaranty.
Aug. 1944-Nov. 1945	Change in wording of guarantee.
Dec. 1945-July 1946	" "
Aug. 1946- Dec. 1949	" "
Jan. 1950-Dec. 1954	" "
Jan. 1955-June 1958	" "

July 1958-Aug. 1958	"	"
Sept. 1958-Mar. 1959	"	"
April 1959-May 1959	"	"
June 1959-July 1961	"	"
Aug. 1961-May 1962	"	"
June 1962-Oct. 1962	Change in Guarantee Seal. Change in wording of guarantee.	
Nov. 1962-April 1963	"	"
May 1963-June 1975	"	"
July 1975	Change in Guarantee Seal. Change in wording of guarantee.	

July 1909

Our Seal of Approval

December 1911



December 1913

July 1914

Exhibit 2.

July 1929

November 1941

June 1962

July 1975

ENDNOTES

1. Hal Morgan, Symbols of America (New York: Viking Penguin, 1987), p. 9.

2. Ibid., p. 11.

3. Frank Schechter, The Historical Foundations of the Law Relating to Trademarks (New York: Columbia University Press, 1925), p. 58.

4. Good Housekeeping, 49 (July 1909), p.742.

5. "The Power of the Seal," pamphlet supplied by Good Housekeeping (n.d.), p. 6.

6. Thomas L. Parkinson, "The Role of Seals and Certifications of Approval in Consumer Decision-Making," Journal of Consumer Affairs, 9 (Summer 1975), p. 4.

7. Ibid., p. 7.

8. Michael V. Laric and Dan Sarel, "Consumer (Mis)Perceptions and Useage of Third Party Certification Marks, 1972 and 1980: Did Public Policy Have an Impact?" Journal of Marketing, 45 (Summer 1981), p. 139.

9. Parkinson, "The Role of Seals," pp. 1-14; Laric and Sarel, "Consumer (Mis)Perceptions," pp. 135-142.

10. Federal Trade Commission, In the Matter of Hearst Magazines, 32 FTC, May 13, 1941, 1440-1463.

11. Helen Woodward, The Lady Persuaders (New York: Ivan Obolensky, Inc., 1960), p. 125.

12. Frank Luther Mott, A History of American Magazines, 5 vols. (Cambridge, Mass.: Harvard University Press, 1968), 5, p. 130.

13. Good Housekeeping, 100 (May 1935), p. 8.

14. Good Housekeeping, 49 (July 1909), p. 742.

15. "Waldo Tells How Hearst Magazine Sought True Ads," Editor and Publisher, 73, part 1 (February 10, 1940), p. 8.

16. Good Housekeeping, 44 (January 1907), p. 62.

17. "Waldo Tells How Hearst Magazine Sought True Ads,"

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18. Harvey W. Wiley, An Autobiography (Indianapolis: Bobbs-Merril Co., 1930), p. 302.

19. Ibid., p. 304.

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